

home



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Use **Moore** Paint

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for best painting results

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AND

USE MOORE PAINT

Benjamin Moore & Co.
Paints, Varnishes and Muresco

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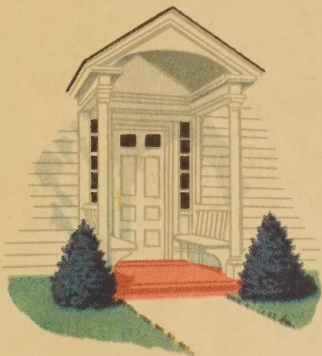
ST. LOUIS
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NOTE: The pictures shown in this book are made with lithographic ink and match as closely as possible the correct shade of the colors recommended.

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YOUR HOUSE SPEAKING

"So now I am going to be *COLOR-STYLED!* I don't know just what they mean by that, but any change is bound to be for the better. The way I have been allowed to run down the last few years, with all the neighbors putting on airs, and those snippy *moderne* things in the next block, I've been just miserable.

"A house is just as old as it looks. A good overall freshening-up is what I need and I'm glad my people are beginning to realize it. I've always tried to be a good home to them and mean to keep on trying, but believe me, I've got to *look* the part. A house that amounts to anything has some pride.

"*COLOR-STYLING*—I wonder how I'm going to look in that..."



COLOR-Style



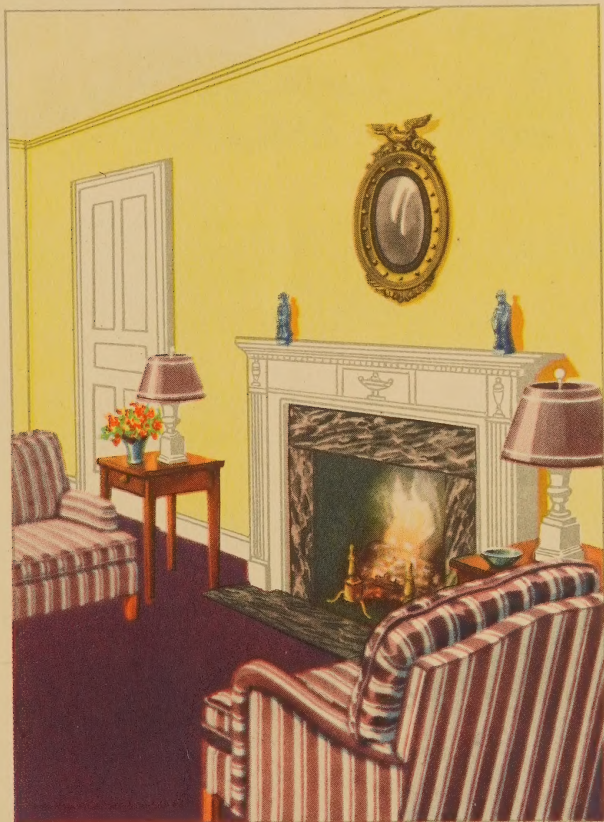
ROOF: # 52 Silver Gray Shingle Stain. **BODY:** Outside White Moore's House Paint.
BLINDS: Royal Blue Decorative Colors.

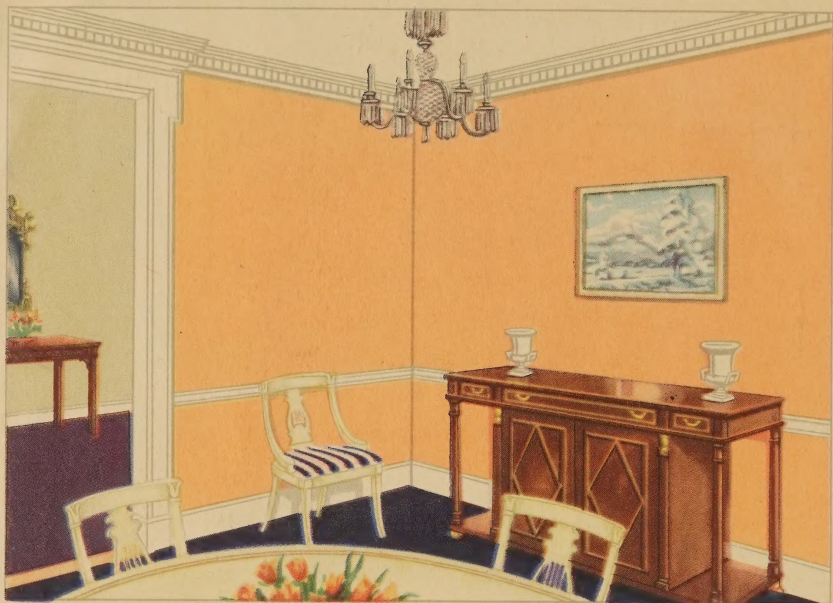
COLOR-STYLING is to your home exactly what a beauty treatment is to its mistress. COLOR-STYLING lifts a house out of the drab monotony of a cheerless existence and restores its original youth and beauty. But with a difference . . .

NEW STYLES in home decoration come and go over a period of years just as styles in clothing, in hats, in shoes, in hair and even in nails are constantly changing. Why should houses be allowed to stand still—for want of modern color treatment *inside* and *out*—while all the rest of the world is being streamlined and tinted to today's

tempo? The five years between the Chicago Century of Progress Fair and the 1939 New York World's Fair taught us innumerable new color harmonies and color contrasts that were undreamed of in the Terrific Twenties. There is a bolder flourish to our paint brushes just as there is more snap to our clothes, more speed to our cars and more swing to our music.

LIVING ROOM—CEILING: #20 Ivory Muresco or Ivory Sani-Flat. **WALLS:** #17 Sunshine Yellow Muresco or Sunshine Yellow Sani-Flat. **WOODWORK, MANTEL, DOOR:** White Utilac Enamel.





DINING ROOM—CEILING: White Sani-Flat or White Muresco. WALLS: Apricot Sani-Flat or #3 Peach Muresco. WOODWORK and CHAIR RAIL: White Utilac Enamel. TABLE and CHAIRS: White Utilac Enamel Antiqued. HALL seen through opening. WALLS: Adam Green Sani-Flat or #5 Adam Green Muresco.

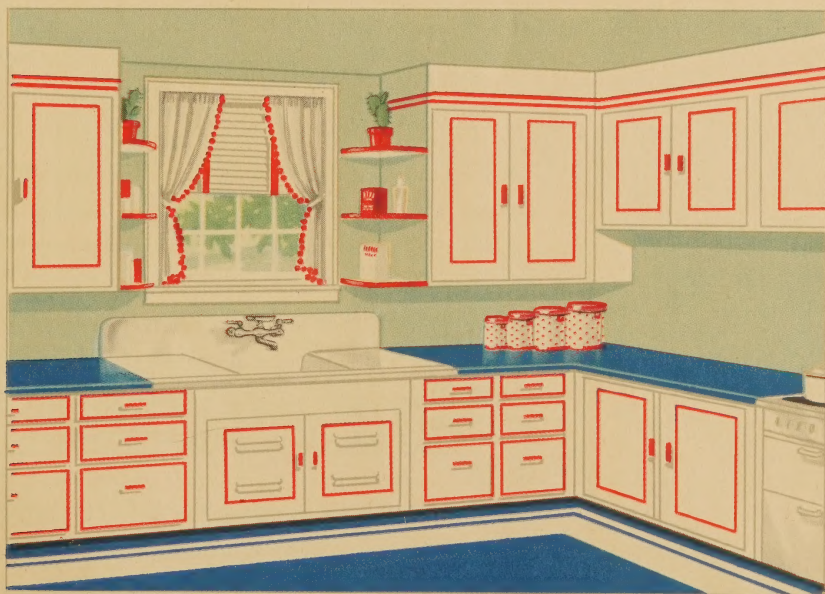
As a matter of fact, being modern people living in a modern age, you will feel far more pride in a house of modern character and charm than you will in a throw-back to other times and conditions.

COLOR-STYLING—as interpreted by Benjamin Moore & Co.—is a service to home owners who want their houses to keep step with the times by discarding the faded finery of years that have gone. COLOR-STYLING with Moore Paints not only beautifies and modernizes your home, but also protects and preserves it. COLOR-STYLING is not to be confused with any movement in the direction of freakish, outlandish effects which would convert our quiet

home areas into nerve-shattering surroundings. A home can be as *modern* as this season's Paris hats and still retain quiet charm, and an air of pleasant hospitality.

In this little booklet we are presenting a few—necessarily only a very few—samples of *COLOR-STYLING*, hoping that they will prove suggestive and lead you into a heart-to-heart talk with your Benjamin Moore & Co. Paint Dealer, who is thoroughly versed in such matters and can offer innumerable color schemes and combinations, to meet your specific requirements and tastes. For *COLOR-STYLING*, instead of drowning out individual taste, enables it to function more actively than ever before. The

KITCHEN—CEILING and WALLS: Blue Tint Interior Gloss. **CUPBOARDS:** White Utilac Enamel, edged in Chinese Vermilion Utilac Enamel. **WORKING SURFACES:** Royal Blue Utilac Enamel. **FLOORS:** Royal Blue Utilac Enamel, with White Utilac Enamel border.



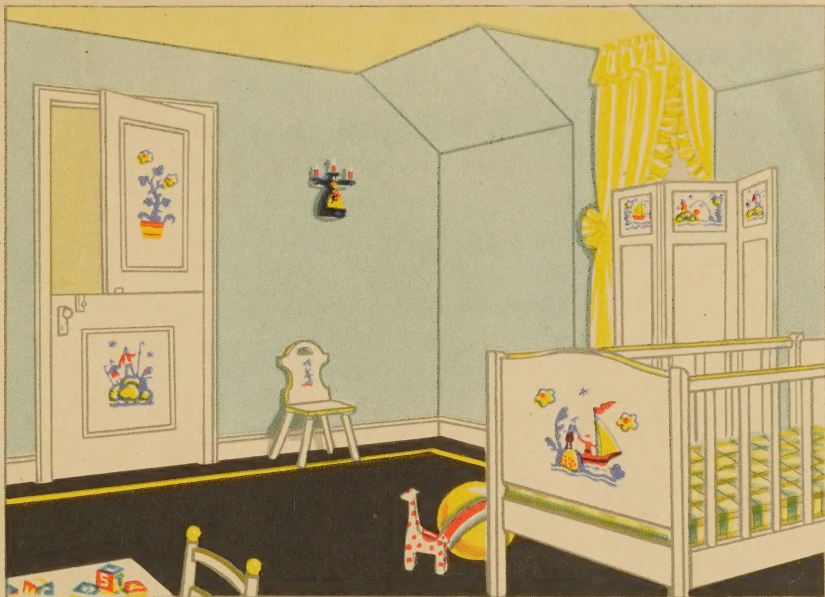
choices are more numerous—the possibilities greater.

YOUR HOUSE can be treated exactly as you would have it, considering its type of architecture, its location, its relation to landscape and neighbors' houses (always an important consideration) and its own individuality. And so—only more so—for all the rooms, upstairs and down. It is really fun to find yourself working with exciting

MASTER BEDROOM—CEILING and WALLS: Nile Green
Sani-Flat or #7 Sea Green
Muresco. WOODWORK and
DOORS: Mooramel High
Gloss White Enamel.



new colors, new color harmonies, new color contrasts for rooms turned dingy and dreary with the passage of years.



Within a few days the whole house can easily be transformed into a place thrilling with the life and inspiration of new, bright colors.

The house as a whole can be transformed by modern color magic into something quite different. Tall narrow houses can be painted down to more pleasing proportions by subtle two-toning and horizontalizing. "Gingerbread-work" which sticks out like a sore thumb can be mercifully subdued. The face-lifting of old houses that were erected in a different period and are suffering the consequences in a new architectural day has become a fine art with clever master painters.

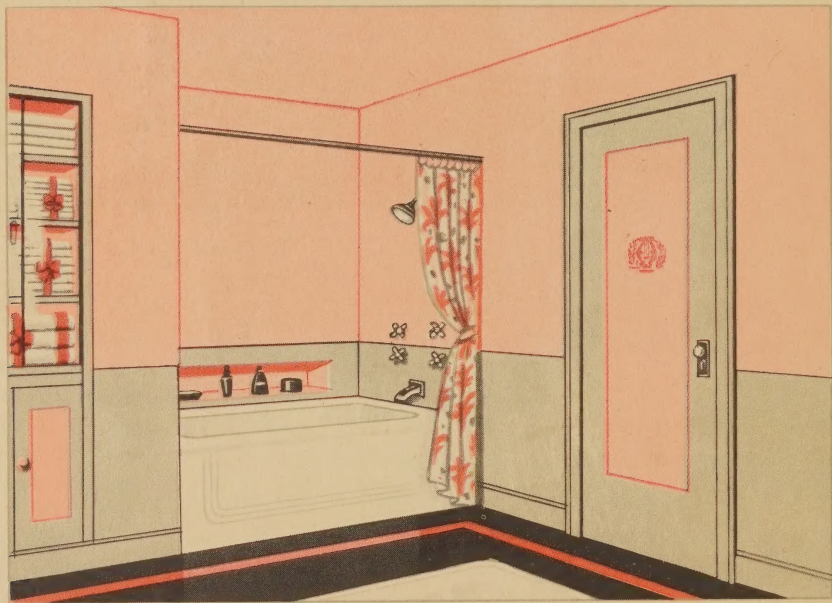
The handling of trim, of shingles, porches and other detail is every bit as intriguing as the search for correct costume accessories. Starting with a base color—which

NURSERY—CEILING: Equal parts Sunshine Yellow and White Sani-Flat, or equal parts #17 Sunshine Yellow and White Muresco. **WALLS:** Light Blue Dulamel. **WOOD-WORK:** White Interior Gloss. **FURNITURE:** White Utilac Enamel. **FLOOR:** Black Utilac Enamel with Yellow Utilac Enamel stripe.



may be either stately or gay, depending upon the mood of the structure—you proceed along certain not-too-conventional lines until you arrive at an overall effect that is wholly pleasing to you and yet thoroughly harmonious in the modern sophisticated way of looking at things.

Take, for instance, the attractive little house which was chosen as our first example of **COLOR-STYLING** on the second page of this book. Nothing very sensational there, and yet somehow it strikes a definite note—and an appealing one. Silver Gray shingled roof, White body and trim,



BATHROOM—CEILING, DOOR, UPPER WALLS: Equal parts Pink and White Utilac Enamel. **DADO and WOODWORK:** Light Gray Utilac Enamel. **FLOOR:** Black Utilac Enamel with Pink Utilac Enamel stripe.

Royal Blue blinds. Not exactly a house you would pass by without a glance of appreciation, is it? Such an effect is not the result of chance but of careful study.



BATHROOM—CEILING: 1 part Sunshine Yellow and 2 parts White Interior Gloss.
WALLS: Blue Tint Interior Gloss. **DRESSING TABLE:** 1 part Yellow and 7 parts White Utilac Enamel. **WOODWORK and DRESSING TABLE TRIM:** Light Gray Utilac Enamel. **FLOOR:** Black, Gray and Yellow Utilac Enamel.

YOUR HOUSE is probably entirely different, calling for a complete new set of color harmonies. Very well, they are easily attainable. Your Benjamin Moore & Co. Paint Dealer is equipped and amply provided with everything you need for a brisk transformation of your home inside and out. Or if you prefer, there is the Decorating Service maintained for many years by Benjamin Moore & Co. under the skillful and sympathetic supervision of Betty Moore, which offers advice to home owners everywhere—



DINING ROOM—CEILING: Ecu Sani-Flat or #14 Old Ivory Muresco. WALLS: Putty Sani-Flat or #9 Putty Color Muresco. TRIM: Ivory Utilac Enamel.

an individual consultation service, without obligation, that is helping to COLOR-STYLE thousands of homes and glad of the opportunity to do so. Whatever your problem is, write it to Betty Moore and a clever solution is bound to ensue. Now, just for the fun of it, let us explore one of these newly COLOR-STYLED houses and see what the *modern* use of color can do to make it more charming and livable upstairs and down.

Shopping for the new living room can be quite an adventure. If there is a hallway that naturally falls into the living room group, ensemble treatment is definitely recommended to avoid a disagreeable clash. Rugs of the

same color and harmonizing walls do the trick very nicely at this all-important junction point. The living room, illustrated as an example of **COLOR-STYLING** on page 5 of this book, has been given walls of Sunshine Yellow, a ceiling of Ivory and woodwork in snowy White Utilac—a pleasing, stimulating color scheme throughout. The hall

KITCHEN—CEILING, CABINETS and TRIM: Ivory Interior Gloss. **TABLE, CHAIRS, DOOR, INSIDE OF CUPBOARDS:** Equal parts Chinese Vermilion and Ivory Utilac Enamel. **BASEBOARD, TABLE, CHAIR TRIM, etc.:** Black Utilac Enamel. **FLOOR:** Royal Red Utilac Enamel.





DINING ROOM—*CEILING*: Ecru Sani-Flat or #14 Old Ivory Muresco. *WALLS*: Buff Sani-Flat or #27 Buff Muresco. *WOODWORK*: Ivory Utilac Enamel.

adjoining has a wall of Adam Green Sani-Flat, or Muresco—an example of thoroughly *modern COLOR-STYLING*.

The dining room walls are the new, delicious Apricot Sani-Flat, a flood of warm rich color that is conducive to cheerful thinking, lively conversation and mellow hospitality. The ceiling is White Sani-Flat or Muresco, with woodwork and chair rail of White Utilac Enamel. Table and chairs have been enameled with the same White Utilac and then "antiqued." (Ask your Moore Paint Dealer.)

Kitchens proceed gayly in the reverse direction from

the pallid tones of yesterday into new color triumphs. Ours, for instance, has ceiling and walls of Blue Tint Interior Gloss, cupboards of White Utilac trimmed with Chinese Vermilion, floor and work surfaces of Royal Blue Utilac with White Utilac borders. The kitchen plan is worth noting if you are going in for extensive remodeling. It is scientifically correct, banishing lost motion once and for all. The sink is the center of operations—the range at one side, the refrigerator at the other—with plenty of drawers, cabinets and clear working surfaces.

BEDROOM—CEILING: Ivory Sani-Flat or #20 Ivory Muresco. **WALLS:** Tea Rose Sani-Flat or #21 Tea Rose Muresco. **WOODWORK:** Light Ivory Utilac Enamel.





CHILDREN'S PLAYROOM—
CEILING: White Sani-Flat or
 White Muresco. **WALLS:** Light
 Blue Utilac Enamel. **FLOOR:**
 Gray Enamel Floor Paint.
TRIM: White Utilac Enamel.
BEDROOM NOOK—CEIL-
ING: White Sani-Flat or
 White Muresco. **WALLS:** Sun-
 shine Yellow Sani-Flat.

Upstairs in the master bedroom, the color scheme produces a cool, relaxing effect by the use of soft green and gray. The brighter notes are supplied by red accents in the curtains and bedspreads and mahogany furniture. Nile Green Sani-Flat for ceiling and walls—woodwork and doors of Mooramel High Gloss White Enamel.

Light Blue Dulamel walls and a ceiling of Light Sunshine Yellow Muresco bring a sparkling seashore atmosphere into the nursery and White Interior Gloss for woodwork answers the problem of soiled surfaces, because it can be washed so easily. Black Utilac Enamel with a Yellow stripe for the floor. Interesting details of this nursery are the Dutch door (children should be heard but not seen)

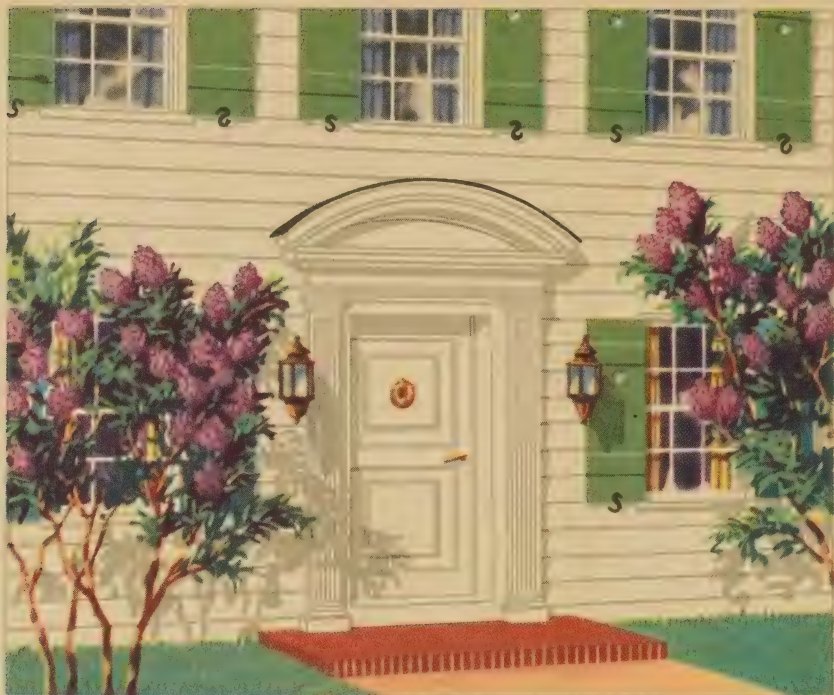
and the screen for control of ventilation.

A mixture of equal parts of Pink and White Utilac for ceiling, door and upper walls starts the bathroom off with a youthful glow. A slightly more severe note is struck in the Light Gray dado and woodwork and a Black Utilac Enamel floor with Pink stripe completes the harmony.

There you have a lightning sketch of just one house painted in the *modern* manner with a definite recognition

BODY: Buff Stucco and Cement Paint. **TRIM:** Black Moore's House Paint. **PORCH**
FURNITURE: Light Ivory Impervo Enamel.





BODY and DOOR: Outside White Moore's House Paint. BLINDS: Blind and Trellis Green Medium.

of the character and purpose of each room—a sample of what can be done in your home to make it once more livable and more in keeping with your life and times.

Such a transformation can be accomplished quickly and easily with quite a modest expenditure. And think what you achieve—all as a result of one operation. Your painting contractor creates for you and your family a more pleasant, more stimulating, more cheerful environment. He paints away the threat of decay that hangs over every house whose exposed surfaces are long neglected.

He paints new value into your home—both in appearance and actual worth through safe protection. And you paint a better opinion of yourself among your friends and neighbors. A "builder-upper" always inspires more confidence than the fellow who "lets things go." And that's worth thinking about. All Moore Paint Products are worthy of your confidence. We have been making them for many years and have won the respect of master painters and householders everywhere. Paint is peculiarly a product that you should buy only on reputation. Dependable paints should be used if you are to be satisfied with the ultimate results—results that give satisfaction for many years and are more economical in the long run.

ROOF: # 48 Medium Green Shingle Stain. **Upper Part—** # 62 Buff Tint Moore's House Paint. **Lower Part—** Colonial Yellow Stucco and Cement Paint. **BLINDS:** Black Moore's House Paint. **TRIM:** Outside White Moore's House Paint.





ROOF: # 46 Rich Red Shingle Stain. **BODY:** # 45 Silver Gray Moore's House Paint.
BLINDS: # 25 Maroon Moore's House Paint. **TRIM:** Outside White Moore's House
 Paint. **PORCH FLOOR:** Gray Porch and Deck Paint.

The painting contractor who recommends Benjamin Moore & Co.'s Paint Products has his own reputation to consider when he does so. Any failure on our part would result in *his* failure. He cannot afford that. That is why, for many years, leading master painters the country over have identified themselves with Benjamin Moore & Co.'s Products. They are right to begin with and they "stay put."



Your Moore Paint Dealer is the man you should talk to as soon as you have made up your mind to paint your house. He and the Painting Contractor can help you to arrive at the correct color schemes, suiting these of course to your personal preferences. You will be wise to go over the whole job with them and secure an accurate estimate. You will find that they are as ready to cooperate in the direction of economy as in the achievement of beautiful and charming effects. You will find their advice and counsel a safe guide to satisfactory results. A studied plan with harmonious relation throughout is infinitely superior to haphazard decorating. See your dealer and "stay on the right track." After 55 years of experience we can offer no sounder advice than that.

PORCH—SHINGLES: # 57 Seal Brown Shingle Stain. **FLOOR:** Chestnut Porch and Deck Paint. **FURNITURE:** Yellow Impervo Enamel.



There is a paint or varnish product, dependable in quality, made by Benjamin Moore & Co. for every decorating requirement.



MOORWHITE PRIMER:

dependable first-coater for exterior painting

HOUSE PAINT:

pure linseed oil product for exterior painting

MOORWHITE:

a tested product for outdoor protection and beauty

SHINGLE STAIN:

decorative and preservative product for wood

PORCH AND DECK:

long wearing finish for exposed floors and steps

STUCCO AND CEMENT PAINT:

for the decoration and preservation of these surfaces

MURESCO:

economical interior wall and ceiling finish

PRIMER SEALER:

for priming and sizing, in one operation, of interior surfaces

SANI-FLAT:

washable flat paint for walls, ceilings, trim

DULAMEL:

washable semi-gloss finish for interior decoration

INTERIOR GLOSS:

resists steam and moisture in kitchen and bath

UTILAC ENAMEL:

for walls, ceilings, trim, floors and furniture


FLOOR ENAMEL:

quick drying and long wearing for floors and stairs

MOVAR VARNISH:

waterproof varnish for interior and exterior

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UR Department of Home Decoration offers a complete service that is free. Betty Moore gives each special problem individual attention. Her suggestions for color schemes include draperies, furnishings, accessories, as well as ceiling, wall and woodwork colors. Color is the key of beauty to every room. We invite you to send your questions concerning Interior and Exterior Decorating to—

Betty Moore, 511 Canal Street, New York, N. Y.



Benjamin Moore & Co.
Paints, Varnishes and Muresco